## **ORDER**

**Orders** Order / Rev: 169380 Alt Order #: 06376338 **Product Desc:** OBAMA 4 PRES: SKED C Estimate: 2089 WDJT-TV-LP Flight Dates: 10/30/12 - 11/06/12 Primary AE: Matthew Norten Original Date / Rev: 10/15/12 / 10/15/12 Sales Office: HDC Order Type: **GENERAL** NAT Sales Region: Name: **GMMB Greer Margolis Mitchell** Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Poli/Obama for President Advertiser Name: Demographic: A35+ New Business Thru: **Product Codes:** PL Candidate Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Revenue Codes: AGY, POL, CAND Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	56	\$29,850.00	\$25,372.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	56	\$29,850.00	\$25,372.50	0.00
Totals	56	\$29,850.00	\$25,372.50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	20%	\$29,850.00
Market	100%	\$149,250.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$1,492.50
WISN	29%	\$43,282.50
WITI	32%	\$47,760.00
WMLW-	1%	\$1,492.50
WPXE	0%	\$0.00
WTMJ	16%	\$23,880.00
WVTV	1%	\$1,492.50
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1	WDJT	10/30/12	2 11/02/12	CBS Mrning Nw		7a-9a	-TWTF	:30	4	\$50.00P-2	0.00 NM	4	\$200.00
				CBS This Morni	ng M-F 7a-9a								
	<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
V	Veek: 10/2	29/12	11/04/12	-TWTF	4	\$50.00	0.00						
2	WDJT	10/30/12	2 11/02/12	Let's Make a De	al 9a-10 <b>6</b> M	858a-10a	-TWTF	:30	4	\$200.00P-2	0.00 NM	4	\$800.00
				Let's Make a De	al 9a-10a								
	<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				1		
<u>V</u>	Veek: 10/2	9/12	11/04/12	-TWTF	4	\$200.00	0.00			_			

Print Date: 10/15/12 16:46:13

Page 2 of 3

Order / Rev:

169380

06376338

Advertiser:

Poli/Obama for President

Alt Order #:

Product Desc: OBAMA 4 PRES: SKED C

WDJT-TV-LP

Flight Dates:

10/30/12 - 11/06/12

Estimate:

2089

Ln Ch	Start	End	Inventory Cod	le Brea	k Start/End	d Time Days	Len S	note	Pata Pri	Rtg Type	Cnota	Amazumt
	10/30/1		2 Price Is Right 1		10a - 11a	-TWTF	:30	4	\$350.00P-2			\$1,400.00
			Price is Right 1	0a-11a				•	4000.001 2	0.00 14(4)	7	Ψ1,400.00
<u>Start</u> Week: 10/29		End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Wee	<u>k Rate</u> 4 \$350.00	Rating						
			2 Y&R 11a-12p	СМ	11a - 12p	0.00 -TWTF	:30	4	\$350.00P-2	0.00 NM		£4 400 00
			The Young & th			,	.50	7	φ350.00 Γ-2	0.00 10101	4	\$1,400.00
Start_		End Date		Spots/Weel		Rating						
Week: 10/29 5 WDJT 1		11/04/12	-TWTF News at Noon	CM	4 \$350.00	0.00						
			News at Noon		12p-1230p	-TWTF	:30	4	\$150.00P-2	0.00 NM	4	\$600.00
<u>Start I</u> Week: 10/29		End Date 11/04/12	<u>Weekdays</u> -TWTF	Spots/Weel		Rating 0.00						
6 WDJT 1	0/30/1		CBS Block 1230 CBS Block 1230	p-2p CM	1230p-2p	-TWTF	:30	4	\$200.00 P-2	0.00 NM	4	\$800.00
Start I	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				ļ		
Week: 10/29		11/04/12	-TWTF		\$200.00	0.00				_		
7 WDJT 1	0/30/12		Doctor 2p-3p Doctors 2p-3p	СМ	2p-3p	-TWTF~-	:30	4	\$150.00P-2	0.00 NM	4	\$600.00
<u>Start [</u> Week: 10/29/		End Date	<u>Weekdays</u> -TwTF	Spots/Week		Rating						
8 WDJT 10		11/04/12		2) CM	\$150.00 3p-4p	0.00 -TWTF	:30		£450.00D.0			****
O VIDUI II	0/00/12	11102112	Jeff Probst	Z) CIVI	op-4þ	-1441	:30	4	\$150.00P-2	0.00 NM	4	\$600.00
Start D		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/29/		11/04/12	-TWTF	4		0.00						
9 WDJT 10			Dr. Phil 4p-5p	СМ	4p-5p	-TWTF	:30	4	\$300.00P-2	0.00 NM	4	\$1,200.00
<u>Start D</u> Week: 10/29/		End Date 11/04/12	<u>Weekdays</u> -TwTF	Spots/Week 4	<u>Rate</u> \$300.00	Rating 0.00						
			CBS58 Nws 5p N		5-530p/530-6		:30	1	\$500.00P-1	0.00 NM	1	\$500.00
			CBS58 Nws 5p I		•			•	<b>40</b> 00.001 - 1	0.00 1411	'	φυσο.σφ
Start D Week: 10/29/		End Date 11/04/12	<u>Weekdays</u> -TwTFSS	Spots/Week	Rate	Rating				1		
E 11 WDJT 10				1 p	\$500.00 M-F 6p-630p	0.00 -TWTF	:30	2	14 500 00D 4	0.00 1114	_	<b>A</b> 4.500.00
			6p-630p/Jeopard	•	op ooop	1 *** 1 1	.50	J ,	\$1,500.00P-1	0.00 NM	3	\$4,500.00
Start D		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/29/-	_	11/04/12	-TWTF		\$1,500.00	0.00						
L 12 WD31 10	<i>II</i> 30/ 12	11/02/12	Wheel of Fortune 630p-7p/Wheel	: озор-жи	M-F 630p-7p	- <b>TWTF</b>	:30	3 5	\$1,500.00P-1	0.00 NM	3	\$4,500.00
Start D		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/29/1		11/04/12	-TWTF		\$1,500.00	0.00						
E 13 WDJT 11	/05/12	11/05/12	Mo 8p - 9p 2 Broke Girls/Mik	CM A & Molly	Mo 8p - 9p	1	:30	1 \$	6,000.00P-1	0.00 NM	1	\$6,000.00
Start Da	ate l	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 11/05/1		11/11/12	1		\$6,000.00	0.00						
14 WDJT 11/	/02/12	11/02/12	Fr 8p - 9p CSI: New York	СМ	8p - 9p	<del></del> 1	:30	1 \$	1,500.00P-2	0.00 NM	1	\$1,500.00
Start Da		End Date	Weekdavs	Spots/Week	Rate	Rating						
Week: 10/29/1 15 WDJT 11/		11/04/12	1 Sugar		\$1,500.00	0.00						
			The Good Wife	СМ	8p-9p	<b></b> 1	:30	1 \$	2,500.00P-2	0.00 NM	1	\$2,500.00
<u>Start Da</u> Week: 10/29/1		<u>End Date</u> I1/04/12	<u>Weekdays</u> 1	Spots/Week	Rate	Rating						
-			Let's Make a Deal		\$2,500.00 858a-10a	0.00 MT	:30	2	\$200.00P-2	0.00 NM	2	£400.00
			Let's Make a Dea	l 9a-10a			.00	_	Ψ200.001-2	0.00 14141	2	\$400.00
<u>Start Da</u> Week: 11/05/1		nd Date 1/11/12	<u>Weekdays</u> MT <b></b>	Spots/Week	Rate	Rating						
-			Price Is Right 10a	2 -11a CM	\$200.00 10a - 11a	1	:30	1	\$350.00P-2	0.00 NM	1	£250.00
	_		Price is Right 10a			_	.00	'	₩₩₩₩₩₩₩₩₩₩₩₩₩₩	0.00 14101	,	\$350.00
Start Da	<u>ate</u> E	ind Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						

Print Date: 10/15/12 16:46:13 Page 3 of 3

Totals

56

\$29,850.00

WDJT-TV-LP

Order / Rev:

169380

10/30/12 - 11/06/12

Advertiser:

Poli/Obama for President

Alt Order #: Flight Dates:

06376338

Product Desc: Estimate: OBAMA 4 PRES: SKED C

2089

Ln Ch Inventory Code Start End Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 11/05/12 11/05/12 Price Is Right 10a-11a CM 17 WDJT 10a - 11a :30 \$350.00P-2 0.00 NM \$350.00 Price is Right 10a-11a Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Rating Week: 11/05/12 11/11/12 1----\$350.00 0.00 18 WDJT 11/05/12 11/05/12 Y&R 11a-12p СМ 11a - 12p :30 \$350.00P-2 0.00 NM \$350.00 The Young & the Restless 11a-Start Date Weekdays **End Date** Spots/Week Rating <u>Rate</u> Week: 11/05/12 11/11/12 1-----\$350.00 0.00 19 WDJT 11/05/12 11/05/12 News at Noon CM 12p-1230p 1----:30 \$150.00P-2 0.00 NM 1 \$150.00 News at Noon Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 11/05/12 1----11/11/12 \$150.00 0.00 20 WDJT 11/05/12 11/05/12 CBS Block 1230p-2p CM 1230p-2p 1-----:30 \$200.00P-2 0.00 NM 1 \$200.00 CBS Block 1230p-2p Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 11/05/12 11/11/12 \$200.00 0.00 21 WDJT 11/05/12 11/05/12 Doctor 2p-3p CM 2p-3p 1-----:30 \$150.00P-2 0.00 NM \$150.00 Doctors 2p-3p <u>Weekdays</u> Start Date **End Date** Spots/Week Rate Rating Week: 11/05/12 11/11/12 \$150.00 0.00 22 WDJT 11/05/12 11/05/12 3p-4p (eff 9/10/12) CM 3p-4p 1-----:30 \$150.00P-2 0.00 NM \$150.00 Jeff Probst Start Date **End Date** Weekdays 1 4 1 Spots/Week <u>Rate</u> Rating Week: 11/05/12 11/11/12 1----\$150.00 0.00 23 WDJT 11/05/12 11/05/12 Dr. Phil 4p-5p ÇМ 4p-5p 1----:30 \$300.00P-2 0.00 NM \$300.00 Dr. Phil 4p-5p <u>Weekdays</u> Start Date End Date Spots/Week Rating Rate Week: 11/05/12 11/11/12 1----\$300.00 0.00 E 24 WDJT 11/06/12 11/06/12 Y&R 11a-12p CM 11a - 12p -1----:30 \$700.00P-1 0.00 NM \$700.00 The Young & the Restless 11a-Start Date End Date Weekdays Spots/Week Rate Rating -1----Week: 11/05/12 11/11/12 \$700.00 0.00